

Biennale to Business

20th March to 26th March 2017

The performance by the happiness ?

While world of work undergoes transformations which lead the economy to the uberization of the organizations, the week Biennale to Business will offer moments to think and discuss in order to answer the questions of professionals, from start-ups to major corporations. The future organization will be totally re-thought, from a personal desk up to collaborative co-working areas, the focus will be on the human being and the relationship between man and machines. Improved productivity thanks to well-being at work, that will be the goal of the new managers!

4 main sessions

Monday 20th March

OPENING

The uberization of companies

Economic and political debates

awards ceremony *La Poste Group's Design Prize*

Conference* - **Denis Jacquet**,
 co-founder and co president of the
 uberization observatory

Tuesday 21th March Wednesday 22th March 3rd edition of the Design & Innovation Forum

**Work & quality of life : the
 alternative ways to improve the
 companies' performance?**

1ST DAY OFFICE

Conference - *The boredom in
 office ? Saguez & Partners*

Round table 1 - *New workspaces to
 avoid boredom in work*

Round table 2- *Challenges
 of innovation : new forms of
 organizations, owner ship and
 collaboration*

Co-creation workshops and sharing
 experiences

Conversations - **Catherine Geel
 et Rémi Babinet - Le Bureau
 Générique**

FORUM EVENING Next Designers

2ND DAY MAN AND TECHNOLOGY

Conference - *From digital to
 robotics for quality of life at work ?*

Round table 3- *Work and value
 production : man and digital*

Round table 4 - *Management 4.0 :
 trust, autonomy, and recognition*

Co-creation workshops and
 presentation of user experiences

Thursday 23th and Friday 24th March Networking actions

An ongoing and collective initiative

1ST DAY NETWORKS' DAY

Build with competitiveness centers
 and competitive clusters

Serious game and guided tour
 Entrepreneur's vision : **Société
 Zenika, Cabinet Laurent & Charras,
 Société CFL/ITI, Aprotex**

Conference - *How match industrial
 innovation and design ? Clextrel*
 Prize for innovation **Laurent &
 Charras**

2ND DAY CLUSTER'S DAY

Breakfast *Bachelor Design &
 Innovation - CNAM*

Cluster proposal *New collaborative
 economy - France Clusters*
 Conference - *Corporate social
 responsibility in a company - CCI
 Lyon Métropole Saint-Etienne
 Roanne*

Developing of experience - «
*Quand le design ...entre en
 résidence* », DGE, Lille Design, and
 Cité du design

**Loire Maestria economic
 magazine's** launch

France/Japan economic mission
VSE

Saturday 25th March and Sunday 26th March

WORKSHOPS WITH GENERAL AUDIENCE Companies and users

Social and Solidarity Economy:
*Products and services to
 experiment*

Biennale to Business, Professional week